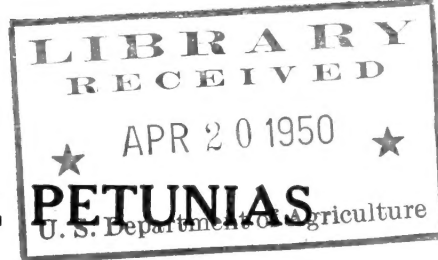


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

02.61



1950 CROP PRICE LIST

SAKATA'S FAMOUS ALL DOUBLE

Delivery shortly after August 1950

PETUNIAS
U. S. Department of Agriculture



1950 NOVELTY

Dwarf Victorious
Rosy Carmine Improved

FORMULA MIXTURE
Sakata's All Double Giant Fringed Dwarf Victorious

We have made decided progress toward improving quality which is our primary consideration. In our own trial, both indoors and outdoors our 1949 crop seeds are greatly improved over our 1948 products and we are constantly improving our quality. We firmly believe our 1950 crop will be far much better than our 1949 product. We have added 5 glasshouses to take care of the increasing orders for the coming season.

Air service from Japan to U.S.A. is ever increasing. Even now they make 3 trips a week. The seed we ship arrive in New York in four days and they will be received by you within three more days. It means you will receive our seed in about a week after they are out of our hands!

Please send all orders and inquiries to
HERBST BROTHERS

92 Warren Street, New York 7, New York

Cable Address: Herbst-New York

Tel: BArlay 7-8475

AGENTS FOR
T. SAKATA & COMPANY

P.O. Box Kanagawa No. 11
Cable Address: Sakataseed-Yokohama

Yokohama, Japan
Tel: Kanagawa 4-0519

SAKATA'S NEWEST INTRODUCTIONS

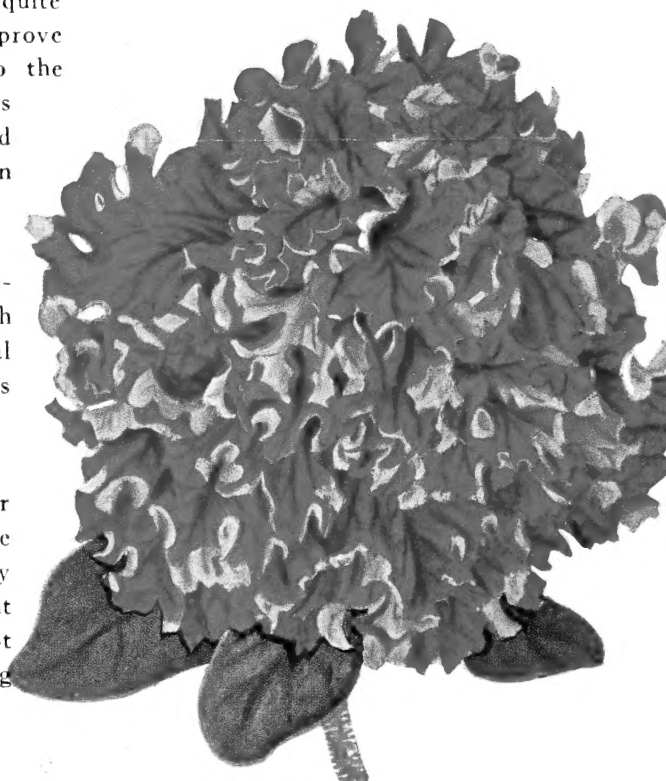
ILLUMINATION (Picture Below) Developed from "Rosy-Carmine Improved," being darker colored and more uniform in its bright red color with scarlet sheen. The brightest red of all Victorious Petunias. Very large flowers of well fringed form. Exceptionally beautiful. Highly recommended for all-around purpose. Our very best as to color, plant habit and size of flower.

MAYFLOWER Our supply of Mayflower will be much improved over previous season; they are much more uniform in the soft, delicate rose color with deeper veining which gradually fades toward the outer edge. They are very large, well fringed with exquisite substance. Probably the best soft pink there is now.

ORANGE (Salmon) This is nearest to Orange in petunia. Finding in our 1949 trial that our strain is not quite as good as should be, we made strenuous efforts to improve it and found our new strain has much bettered as to the evenness and dwarfness of plant, flower size, fringiness as well as to the richness of color. We have also found our new strain to have less small flowering doubles than others.

PURPLE GLOW The color corresponds to Ridgeway's "Amethyst Violet" to "true purple" but with velvet-like glistening overlaid with shiny blue. Individual flower which is well fringed measures over 3 1/2 inches across. The plants are dwarf and compact.

SILVER BLUE Color silver blue to lovely lavender with large well fringed flowers of good substance. The noticeable veining so common in Petunias are nearly eliminated, thus adding the delicacy of color. Height is slightly taller than Rosy Carmine. Suitable for pot and for outdoors. Highly recommended for its fascinating color.



SAKATA'S
DWARF VICTORIOUS ILLUMINATION

Sakata's

NEWLY IMPROVED VARIETIES

ATTRACTION Flowers are exquisitely fringed and fully 3 1/2 inches across. Color is rich bright rose with sharp contrasting variegation of purest white. The strain is 100 % double flower. In our last trial of 80 plants we could not find any inferior doubles. All plants were remarkably uniform in habit and bloom. Each plant seemed a duplicate of the other. Plant growers will find Attraction sells itself.

LOVELINESS Flowers are large and their La France Pink color makes Loveliness especially valuable to florists. It is exceptionally uniform. Plant height is 10 inches.

PURE WHITE Our strain is almost 100 % pure white with large, fully doubled, well fringed flowers. The plants are slightly taller than the others. We think our Pure White is the purest Double White sold on the market.

GAIETY (Picture Opposite) Extra dwarf and compact form, so even that every plant looks like a duplicate of the other and with large, well fringed, full double flowers. The color is beautifully striped and mottled with bright rose and white. Especially suitable for pot. The percentage of small doubles are extremely low.

ROSY-CARMINE IMPROVED (World Beauty)

We keep improving on the strain so our 1949 seed was better than 1948 crop and we have confidence our 1950 seed will be much better than our 1949 crop. They are larger flowered, more doubled and are more uniform in their dwarfness than past season.

THE VEIN Flowers are 3 1/2 inches across. Color soft lavender ground purple. One of our older strains of nice, dwarf, compact habit. In 1948 trials, we found this to have same color as "Minuet" with only difference being ours is dwarfer in growth.

VICTORIOUS MIXED COLORS



SAKATA'S
DWARF VICTORIOUS GAIETY

If you are interested in more assortment of colors than evenness of height, we recommend you our Mixed Colors No. 1. It covers all colors we have such as orange, carmine, rose-pink, velvety purple, violet blue, pure white, silver blue, etc. Since we make formula mixture, your suggestion as to the color assortment is recommended.

If you require brilliant colors and even height we recommend our No. 2 mixture. This covers only such colors as orange, deep carmine, rose and pink as well as their intermediate colors. Habit of each plant in extremely uniform and compact.

MIXTURE No. 1 Formula mixed coloring covers all fancy colors such as orange, bright carmine, rosy carmine, rich purple, violet blue, pure white and many other intermediate colors.

MIXTURE No. 2 Extra Dwarf. Special formula mixture of rich bright colors as deep carmine, rosy carmine, rose pink, light salmon and bright salmon. Height is dwarf and extra uniform. Highly recommended where bright colors and uniformity of growth is required. In this mixture no violet blue, pure white, silver blue, orchid beauty, etc. are used as it somewhat breaks the uniformity of height.

Sakata's Standard Varieties

AMARANTH-RED. This might be called a double fringed form of Godfried Michaelis. Flowers are 3 1/2 inches across, amaranth-red in color, large and well fringed. The habit is extra dwarf and well liked by florists and gardeners.

BLUE BROCADE. True violet-blue variety. True to type and color, stocky growth, good bloomer and good-sized flowers. New and rich color in giant fringed type, high percentage of fully double flowers. For garden and commercial use. Plants 10 inches in height; flowers 3 1/2 to 4 inches across. (All-America Silver Medal, 1941.)

FANTASY. Rich velvety violet-blue and white; a marvelous combination of two distinct colors. Our trial is quite satisfactory as to the color, size of flower as well as the fringiness.

ORCHID BEAUTY IMPROVED. Extra large full double flower measures full 4 inches across. Color is orchid or lilac, heavily veined deeper lilac or violet. Height is taller than Rosy Carmine. Recommended on account of size of flower and the marvelous color.

PURPLE AND WHITE. Large, well fringed flowers, variegated and striped with rich purple and white. Growth is both compact and dwarf. Highly recommended.

ALL DOUBLE GIANT FRINGED TALL TRIUMPHANT

This is taller growing strain than Victorious but larger flowered and more vigorous grower. Previously, color assortment was insufficient so we have improved a great deal during 1949 and now we have added many fancy and brilliant colors such as orange, bright carmine, deep rose to our previous mixture of pink, rose, violet blue, purple and white, etc.

PRICE SCHEDULE

	oz	¼ oz	⅛ oz	⅙ oz	⅓ oz		oz	¼ oz	⅛ oz	⅙ oz	⅓ oz
Amaranth Red	\$400.00	\$103.00	\$53.25	\$27.45	\$14.15	Pure White	\$350.00	\$ 90.00	\$46.50	\$23.75	\$12.25
Attraction	350.00	90.00	46.50	23.75	12.25	Purple Glow	450.00	116.00	59.75	30.75	15.85
Blue Brocade	400.00	103.00	53.25	27.45	14.15	Purple and White	400.00	103.00	53.25	27.45	14.15
Fantasy	400.00	103.00	53.25	27.45	14.15	Rosy-Carmine	350.00	90.00	46.50	23.75	12.25
Gaiety	350.00	90.00	46.50	23.75	12.25	Silver Blue	450.00	116.00	59.75	30.75	15.85
Illumination	450.00	116.00	59.75	30.75	15.85	The Vein	350.00	90.00	46.50	23.75	12.25
Loveliness	350.00	90.00	46.50	23.75	12.25	Dwarf Victorious					
Mayflower	450.00	116.00	59.75	30.75	15.85	Mixed No. 1 & 2	350.00	90.00	46.50	23.75	12.25
Orange	450.00	116.00	59.75	30.75	15.85	Tall Triumphant					
Orchid Beauty	400.00	103.00	53.25	27.45	14.15	Mixed	200.00	51.50	26.55	13.70	7.05

PRICES F.O.B. YOKOHAMA-DELIVERIES BY AIR MAIL AT NOMINAL COSTS

SAKATA'S SINGLE LARGE-FLOWERING PETUNIAS

We started to produce single large flowering Petunia seed, all hand-pollinated under glass. They are all superfine in quality and cover several F-1 Hybrids which are not only novel and outstanding but has decided hybrid vigor. We recommend our seeds especially for pot culture where quality means primary consideration.

EXTRA GIANT FRINGED STRAIN

(All hand-pollinated under glass.)

This group covers extra dwarf, giant fringed, flowering strains commonly known as Erfurt type. They are bushy and dwarf, seldom exceed 12 inches in height in their prime of growth.

Godfred Michaelis, Well known strain. Bright amaranth-red

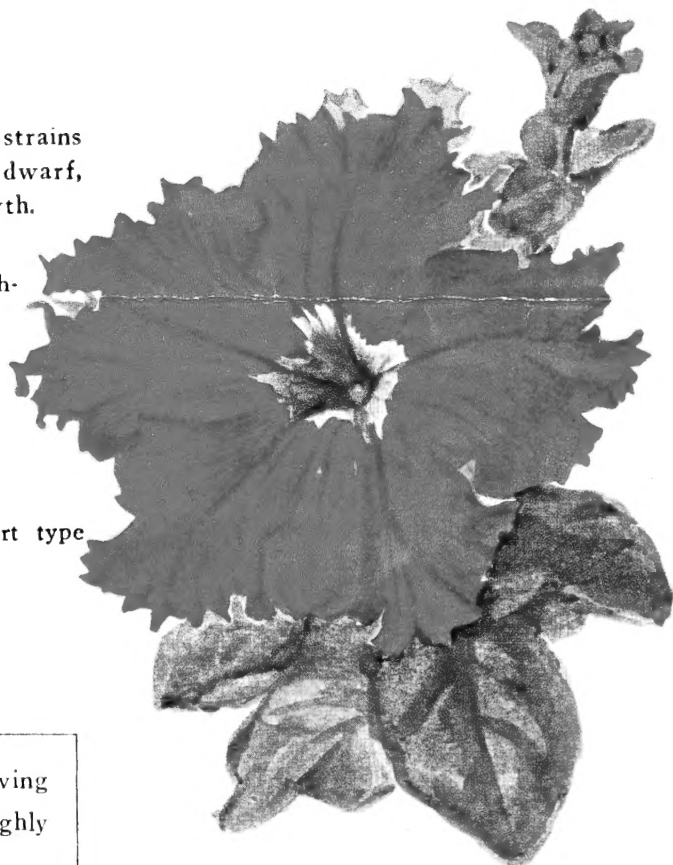
Per oz. \$ 30.00

Lace Veil, Pure white, extra quality

Per oz. \$ 30.00

Violet Blue, True Velvety blue having extra dwarf Erfurt type of growth. Extra selected strain. (SORRY SOLD OUT).

Per oz. \$ 50.00



The following four strains are all F-1 Hybrids having marked Hybrid vigor and uniformity of growth. Highly recommended for their color, habit and growth.

Extra Giant Fringed
Scarlet Orange

Scarlet Orange, (Our 1950 Novelty) F-1 Hybrid Ridgeway's Spectrum red. Flowers 3 inches across; height 10 inches. One of our Hybrid (F-1 Hybrid) strains with vivid orange scarlet color and uniformly fixed as to its color, fringiness, size and dwarf growing habit, etc. We think this is the most striking colored Petunia ever introduced possessing all valuable qualities necessary for Giant Dwarf Fringed strains. Has characteristic hybrid vigor

Per oz. \$ 50.00

Scarlet Crimson, (Our 1950 Novelty) 3 inches across, 10 inches high. Another Hybrid (F-1 Hybrid) strain. Almost identical to the Scarlet Orange in general character. They are large flowered, well fringed and uniformly dwarf. The color is well fixed in its rich scarlet crimson, resembling to the old "Queen of the Market," but far much larger flowered and with characteristic hybrid vigor.

Per oz. \$ 50.00

Deep Rose, (Our 1950 Novelty) Ridgeway, rose red 8ll, 3 ½ inches across, 12 inches high. Hybrid (F-1 Hybrid) strain with hybrid vigor. Almost similar to the other group in general habit, i.e., dwarf and large flowered. The color is uniformly fixed in its brilliant rich rose, similar to our All Double Rosy Carmine. Highly recommended.

Per oz. \$ 50.00

Mixed Colors, (Our 1950 Novelty) F-1 Hybrid Well balanced mixture of all colors such as vivid salmon orange, scarlet, bright carmine, pink, rose and many other intermediate colors and shades. We think this is probably the most outstanding mixture in large-flowering Dwarf Fringed Petunia ever offered in the market.

Per oz. \$ 40.00

PETUNIA GRANDIFLORA DWARF SINGLE PLAIN EDGED STRAIN

(All hand-pollinated under glass)

This group covers large-flowered petunias of dwarf compact growth. We used to supply this before the war and they were well-liked by our friends abroad. We are now able to supply equal or better quality adding a few new colors such as brilliant salmon orange, bright carmine and pure white, etc.

Striped Glory, (Our 1950 Novelty) Large-flowered and boldly striped and blotched with rich carmine and pure white. A strong, yet beautiful contrast of color. Fascinating to look at. Suitable for pot and for outdoors. Flowers 2 ½ inches across.

Per oz. \$ 50.00

Salmon Glory, (Our 1950 Novelty) Brighter colored than any of existing strains in its shiny rich orange salmon color. It opens to dazzling orange scarlet and stays in rich salmon orange which has no equals in its brilliancy. The plants are dwarf, bushy and compact. Suitable for both pots as well as outdoors. Individual blooms measured from 2 ½ inches to 3 inches across.

Per oz. \$ 50.00

Dwarf White Glory, Originated by us years ago. Compares favorably to "White Cloud" and "Snow Storm" as to its flower size, dwarfness, compactness, uniformity of pure white color and habit.

Per oz. \$ 30.00

PETUNIA SUPERBISSIMA FLUFFY RUFFLES

(All hand-pollinated under glass)

This group, while flowers are as large as Giants of California, is somewhat different in appearance. Is more delicate and far more well fringed and ruffled, often having the appearance of large double Petunia. We have singled out a few very best out of several hundred and thoroughly went through careful breeding. Now, we have confidence that our strains excel most seeds now obtainable on the market.

Theodosia Improved, Brighter in color, larger in size and more conspicuously fringed than the original strain.

Per oz. \$ 40.00

Salmon Beauty, Larger flowered, brighter colored and more fringed than the parents. Beautiful rosy salmon.

Per oz. \$ 40.00

Blushing Maid Improved, This beautiful colored Petunia is much improved in the uniformity of its rich color and the typical fringiness has been greatly added. The flower size is also improved.

Per oz. \$ 40.00

Purple Monarch, (Our 1950 Novelty) Corresponds between Ridgway's Tyrian Rose to Amaranth-red, conspicuously ruffled and fringed with gigantic flower. A new and pleasing color in this valuable class. Color is well fixed.

Per oz. \$ 50.00

Fluffy Ruffies Mixed Colors, A formula mixture of above 4 strains adding white and some more shades. This is a splendid mixed color possessing characteristic fluffy fringiness as well as gigantic flowers.

Per oz. \$ 40.00

KALANCHOE, Brilliant Star

New large-flowered strain with long flower stalk. Fine for cut flowers.

oz.....	\$ 80.00	1/8 oz.....	\$ 11.50
1/4 oz.....	21.50	1/16 oz.....	6.50
1/32 oz.....	\$ 3.50		

PRIMULA, Malacoides "Defiance" (Our 1950 Novelty)

Probably the brightest colored of all large-flowered. Baby Primose. The large flowers which fully measure one inch across is glowing vermillion scarlet unequaled by any existing strain. The growth is robust and compact throwing freely many heavy set flower stems bearing wholes of brilliant florets. It looks something like Obconica as to the richness of color as well as the size of flower. We recommend this new strain with good deal of confidence.

oz.....	\$ 60.00	1/8 oz.....	\$ 9.50
1/4 oz.....	16.50	1/16 oz.....	5.05
1/32 oz.....	\$ 2.60		

We are also the largest flower seed growers in the Orient and are growing extensive line of general flower seeds in bulk. Inquiries are solicited for quotations.

ALL PRICES F.O.B. YOKOHAMA-DELIVERIES BY AIR MAIL AT NOMINAL COST

Sole Agents for

T. Sakata & Co. in U.S.A. & Canada

HERBST BROTHERS

92 Warren Street

Established 1879

New York 7, N.Y., U.S.A.

Cable Address: Herbst-New York

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